

Seafood Marketing Advisory Commission

Tawes Government Building

February 7th, 2012

Commissioners Present: Vice - Chairman Joe Brooks, Harold Graul, Theresa Brophy, Scott Fritze,

Commissioners Absent: Aden King, Mellissa McCormick, Cynthia Paul, Roy Todd, Susan Bringen,

Staff: Steve Vilnit Fisheries Marketing Director MD DNR

Public: Erin Butler, Kim Coulbourne, Rocky Rice, Jody Wright

Summary: Steve Vilnit introduced the 'True Blue' certification program to the commission, the logo and the program were discussed and commissioners suggested changes. Staff provided a review of the FY2012 Seafood Marketing Budget and where we currently stand with year to date expenses and future commitments. Boston seafood show plans were finalized and the commissioners were updated as to this year's attendees and scheduled meetings. The commission was shown the preliminary plans for the new MarylandSeafood.org website and was given the ability to comment on the design. Seafood Marketing staff updated the commission on activities that had been conducted since the December meeting.

Motions and Actions:

Motion: Be More Healthy Expo - By Scott Fritze that the attendee demographic and the cost associated with this would not be worthy of the expense. 2nd by Joe Brooks. Unanimous Vote in favor.

Motion: True Blue Program – By Joe Brooks that they would like the seafood marketing program to institute the True Blue Program for fiscal year 2012. 2nd by Harold Graul. Unanimous Vote in favor.